

CLAIMS

What is claimed is:

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1. A method for ordering an advertising spot for an advertisement over a data network to be transmitted to a target user during a transmission of a motion picture, comprising:

providing, by an advertiser, to a broadcaster a predetermined constraint defining the target user for receiving the advertisement;

using, by the broadcaster, the predetermined constraint to determine a price for the advertising spot;

offering, by the broadcaster, to the advertiser the advertising spot at the price; and

ordering, by the advertiser, the advertising spot based on the price to place the advertisement in the advertising spot to be transmitted to the target user during the transmission of the motion picture.

2. The method of claim 1, wherein the predetermined constraints are demographic information of the target user.

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3. The method of claim 1, wherein the providing step further comprises providing predetermined constraints selected from the group consisting of a gender, an income, a hobby and an age of the target user.

4. The method of claim 1, wherein the using step further comprises:

determining the price for the advertising spot by:

providing to the broadcaster, by the advertiser, at least one constraint defining the target individual to receive the advertisement;

searching, by the broadcaster, an individual inventory containing a plurality of target individuals, each of the plurality of target individuals having a profile of constraints, the searching performed to determine target users by comparing each of the plurality of target individuals to the profiles of constraints to locate a match between the plurality of target individuals and the profiles of constraints;

determining a cost for each of the plurality of target individuals based on a predetermined formula; and

totaling the costs of each of the plurality of target individuals to determine the price for the advertising spot.

- 5 5. The method of claim 4, wherein the predetermined formula further comprises:

apportioning a weighted significance to a saturation level, an age, an income, a gender and a hobby of the target individual, the saturation level corresponding to
10 a demand for the target individual to receive the advertisement.

6. The method of claim 5, wherein the demand for the target individual further comprises an amount of time
15 available for the target individual to receive the advertisement.

7. A method for determining a price for an advertising spot for transmitting an advertisement to a target user
20 during a motion picture, comprising:

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searching, by the broadcaster, an individual
5 inventory containing a plurality of individuals, each of
the plurality of individuals having a profile, the
searching performed to determine the target user by
comparing each of the profiles of the plurality of
individuals to the predetermined constraints to locate a
10 match between the profiles of the plurality of
individuals and the predetermined constraints;

determining a cost for each of the plurality of individuals based on a predetermined formula; and

totaling the costs of each of the plurality of
15 individuals to determine the price for the advertising
spot.

8. A system for ordering an advertising spot for an advertisement over a data network to be transmitted to a target user during a transmission of a motion picture, comprising:

5 the advertising client, the advertising client
providing to the broadcaster server the predetermined
constraint defining the target user for receiving the
advertisement, the advertising client ordering the
advertising spot based on the price to place the
0 advertisement in the advertising spot to be transmitted
to the target user during the transmission of the motion
picture.

20 the method comprising:

providing, by an advertiser, to a broadcaster a predetermined constraint defining the target user for receiving the advertisement;

using, by the broadcaster, the predetermined
5 constraint to determine a price for the advertising spot;

offering, by the broadcaster, to the advertiser the advertising spot at the price; and

ordering, by the advertiser, the advertising spot
based on the price to place the advertisement in the
10 advertising spot to be transmitted to the target user
during the transmission of the motion picture.

10. A computer readable medium having computer instructions stored thereon that, when loaded into a
15 computer system, cause the computer system to perform a method for determining a price for an advertising spot for transmitting an advertisement to a target user during a motion picture, comprising:

providing to a broadcaster, by an advertiser,
20 predetermined constraint defining the target user to receive the advertisement;

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searching, by the broadcaster, an individual
inventory containing a plurality of individuals, each of
the plurality of individuals having a profile, the
searching performed to determine the target user by
5 comparing each of the profiles of the plurality of
individuals to the predetermined constraints to locate a
match between the profiles of the plurality of
individuals and the predetermined constraints;

determining a cost for each of the plurality of
10 individuals based on a predetermined formula; and

totaling the costs of each of the plurality of
individuals to determine the price for the advertising
spot.

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